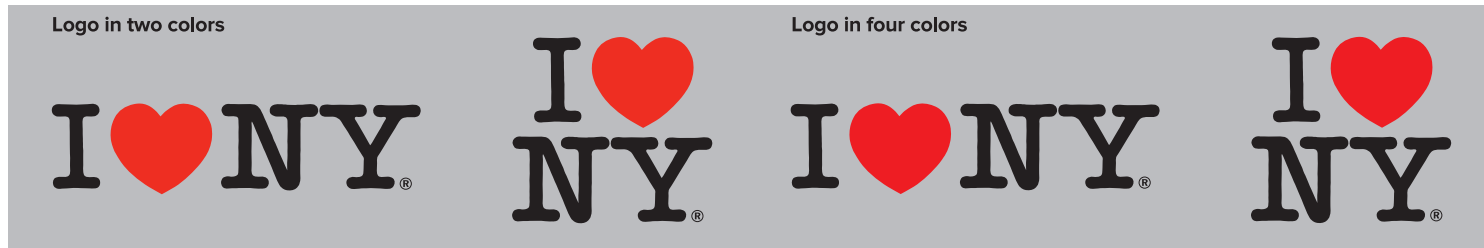


I LOVE NEW YORK LOGO USAGE GUIDELINES

REQUIRED LANGUAGE FOR USAGE WITH FEDERALLY REGISTERED MARKS:

I♥NY and I LOVE NEW YORK are trademarks and service marks of NYSDDED. All uses for goods and services covered by the NYSDDED federal registrations must include the ® as depicted herein. In addition, the following must appear in close proximity when the mark is used for goods and services covered by the NYSDDED federally registered marks (set in type no smaller than 6 points in size and in Proxima Nova, Arial, Helvetica or its sans serif equivalent):

I♥NY and I LOVE NEW YORK are registered trademarks and service marks of New York State Department of Economic Development used herein with permission.



REQUIRED LANGUAGE FOR USAGE WITH COMMON LAW MARKS:

NYSDDED is the owner of common law trademark and service mark rights to the I♥NY and I LOVE NEW YORK marks. The use of the I♥NY logo on certain products requires the use of the ™ notice in certain circumstances, as depicted herein. In addition, the following must appear in close proximity when the logo is used (set in type no smaller than 6 points in size and in Proxima Nova, Arial, Helvetica or its sans serif equivalent):

I♥NY and I LOVE NEW YORK are trademarks and service marks of New York State Department of Economic Development used herein with permission.



As a Licensee you are required to submit sample specimens of all advertising and promotional materials that include the mark, as well as sample specimens for each type of good upon which the mark is intended to be used prior to publication or sale. No product is permitted to be advertised or sold commercially using the I♥NY or I LOVE NEW YORK mark without the specific prior approval of NYSDDED.

For smaller products ONLY, and ONLY where the complete legal line does not fit, use of the abbreviated version is permitted:

For logo featuring registered mark: I♥NY is reg. trademark of NYSDDED

For logo featuring TM symbol: I♥NY is trademark of NYSDDED

PRINTING INSTRUCTIONS:

One-color printing

The entire logo prints 100% black with no screens. No other colors allowed. Alternately, the entire logo may be reversed (i.e. appear in white) out of a solid box of any color.

Two-color printing

Letters print 100% black; heart prints 100% PMS 485. Additionally, the entire logo may be printed in 100% black, or the entire logo may be reversed out of any background color to white. Letters may also be reversed out and heart may print 100% PMS 485. No other colors allowed.

Four-color process printing

Letters print 100% black or reverse out of 4 color to white. Heart prints 100% magenta plus 100% yellow. Additionally, the entire logo may be printed in 100% black, or the entire logo may be reversed out of any background color to white. No other colors allowed.

The logo may be used more than once, as in a border design, but each logo must be separated from the next by at least the width of the letter “N.” The logo may not be placed inside any kind of rule or any other visual confinement that appears to be part of the logo.

Questions concerning use of the logo should be directed to:

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